

Island County
Quit Line Data Summary
October 1 - December 31, 2002

	County	State
Number of Calls to Quit Line	N = 23	N = 3,753
Percent of Statewide Calls	0.7%	100.0%
Percent of State Population in County¹	1.2%	100.0%

	County %	State %
Gender	N = 21	N = 3,291
Female	61.9%	61.0%
Male	38.1%	39.0%
Race/Ethnicity	N = 18	N = 2,816
People of Color	0.0%	13.9%
White	100.0%	86.1%
Age	N = 20	N = 2,956
Less than 18 years old	0.0%	2.7%
18 - 24 years old	20.0%	14.4%
25 - 34 years old	5.0%	21.8%
35 - 44 years old	15.0%	25.9%
45 years and older	60.0%	35.1%
Education	N = 19	N = 2,860
Did not graduate high school	21.1%	18.4%
High school graduate	26.3%	33.3%
Some college/vocational school	42.1%	34.9%
College graduate	10.5%	13.5%
Caller Type	N = 22	N = 3,367
General Information	4.5%	11.2%
Health care provider	13.6%	2.9%
Tobacco user	81.8%	85.9%
Payer Type	N = 15	N = 2,129
Insured	46.7%	41.5%
Uninsured	13.3%	24.9%
Medicaid	40.0%	33.5%
Heard About	N = 20	N = 2,888
Past caller	25.0%	18.5%
Employer/worksites	0.0%	0.8%
Health care provider	40.0%	21.8%
Television	15.0%	18.4%
Outdoor advertisement (billboard/bus/wall)	5.0%	7.2%
Targeted mailing	0.0%	0.9%
Great Start	0.0%	0.1%
Radio	0.0%	2.2%
Newspaper/Magazine	0.0%	2.2%
Brochure/Newsletter	5.0%	6.2%
Family or friend	5.0%	17.9%
Health Department	0.0%	2.9%
School	5.0%	0.9%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.